

# Strategies to Reduce Sugar-Sweetened Beverage (SSB) Consumption in California

## SSB Tax

Richmond (2012), El Monte (2012), and San Francisco (2014) attempted to pass 1 cent per ounce excise taxes. No measures were passed.

Berkeley passed an excise tax (2014) with a simple majority (>50%).

AB 2782 (2016) would impose a 2 cent per ounce health impact fee but was held in committee in the state assembly.

Oakland, San Francisco, and Albany are putting an excise tax on the November 2016 ballot.

## Warning Labels

SB 1000 (2014) would require SSB labeling and was held in committee in the state senate.

The City and County of San Francisco passed an ordinance (2015) to embed warning labels in all SSB advertisements. Plaintiffs, seeking to delay and defeat implementation of said legislation, were not granted an injunction by the Northern California District Court.

## End SSB Sponsorships

Students at San Francisco State successfully pressured the school to end the practice of granting beverage companies "pouring rights" (2015).

## Eliminate SSBs from Kids' Meals

Santa Clara County passed an ordinance (2010) prohibiting restaurants from offering toys and other incentives with kids' meals that do not meet certain nutritional standards.

The City and County of San Francisco passed an ordinance (2011) preventing restaurants from offering free toys and other incentives with kids' meals that do not meet certain nutritional standards.

AB 1100 (2012) would place nutrition restrictions on kids' meals including toys but was stalled in the state assembly.

Davis passed an ordinance (2015) requiring restaurants to offer milk or water as the default beverage choice for kids' meals.

Chula Vista and Stockton (2016) are considering ordinances requiring restaurants to serve milk or water as the default beverage choice in a kids' meal.

## Educate Health Providers

SB 380 (2011) requires the state medical board to disseminate nutrition and lifestyle behavior education for chronic disease prevention to physicians, surgeons, and acute care hospitals.

## Promote Water Access and Consumption

BANPAC has reached over 55,000 individuals with Rethink Your Drink education and messaging since 2005.

SB 1413 (2010) requires school districts to provide access to free, fresh drinking water in school food service area.

AB 685 (2011) made California the first state in the nation to declare a Human Right to Water.

The Santa Clara County Public Health Department (SCCPHD), First 5 Santa Clara County, and the Santa Clara Valley Water District have installed over 100 Water to Go stations in multiple county locations.

The San Francisco Department of Public Health (SFDPH), Public Utilities Commission, UCSF scientists, and community-based health advocates have partnered to install over 40 hydration stations in public spaces and schools.

## Media Campaigns

The Alameda County "Soda Free Summer" campaign (2007) encouraged community members to reduce SSB consumption during 10 weeks in the summer.

SCCPHD ran a "Drowning in Sugar" campaign (2012) promoting water over SSBs to protect children from developing obesity and diabetes.

First 5 Contra Costa County and the Healthy and Active Before 5 collaborative launched the "Sugar Bites" campaign (2013) urging parents to serve toddlers and children water instead of SSBs.

The "Choose Healthy Drinks" campaign (2013) in Alameda, San Francisco, San Mateo, and Sonoma counties encouraged residents to drink less SSBs.

The SFDPH "Open Truth" campaign increases awareness of the negative health impacts of SSBs and exposes the advertising tactics of the SSB industry, which targets young people, parents, and communities of color.

Youth Speaks' "The Bigger Picture" campaign demonstrates the link between SSB consumption and diabetes rates in minority populations.

Public Health Advocates' (formerly the California Center for Public Health Advocacy) "Kick the Can" campaign provides up-to-date SSB research, policy maps, and information on beverage industry tactics regarding SSBs.

## Governmental and Organizational Policies

SB 677 (2003) bans soda from elementary and middle/junior high schools.

SB 965 (2005) bans soda from high schools.

SB 441 (2007) requires that at 35% of food and 2/3 of beverages sold in vending machines in state buildings and facilities meet accepted nutrition guidelines.

AB 2084 (2010) regulates beverages served in childcare centers.

AB 727 (2012) would improve the state vending nutrition standards to 100% healthy beverages and 50% for foods but was held in committee in the state senate.

SB 912 (2014) makes permanent the nutrition standards (see SB 441) for foods and beverages sold in state owned or operated buildings.

The City of San Francisco passed an ordinance (2015) prohibiting the use of general fund dollars to purchase SSBs and the sale of SSBs by contractors to city foodservice operations.

SCCPHD has supported the wellness policy implementation efforts of 27 organizations.

Public Health Advocates is currently working with cities in LA County to establish nutrition standards for beverages and food.

The LA Unified School District Good Food Procurement Resolution sets nutritional standards for foods and beverages sold in schools.